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The Number Marketing Leaders Are Missing

01

ALMOST HALF OF MARKETING LEADERS CAN'T ANSWER A BASIC QUESTION:

What did marketing deliver for the business?

A Gartner study reveals many marketing leaders still struggle to prove their impact, and that marketing is often seen as an expense rather than a strategic investment.

52% of marketers can prove value.

48% of marketers can't prove value.

Source: Gartner Survey

The problem is that the numbers marketing reports on are rarely contextualized in a way that leadership care about.

What leadership needs	What marketing reports
How many net-new customers did we add?	Total impressions
How does this compare to last quarter?	Click-through rate
Where are we gaining or losing ground?	Cost per acquisition
	Reach and frequency

Leadership is looking for outcomes and results that are driving the business. Marketing speaks in exposure and campaign efficiencies. This disconnect drives the credibility gap.

02

CREDIBILITY GAP DRIVER

A fraction with no bottom

Today's marketing metrics are only telling half the story. They focus on providing the numerator, but they offer no denominator to provide context.

Just the numerator	Add the denominator
Good compared to what?	It becomes a full story.
60,000 People reached	60,000 People reached
? No defined denominator	100,000 Target market
=	=
??? Market Coverage	60% Market Coverage

The obvious next question is: where does that denominator come from?

03

THE SOLUTION:

Households as the denominator

To define the market, you need a unit that is stable, complete, and channel-agnostic.
In Canada, that unit is the household.

Every person in your market lives somewhere, and that address doesn't disappear if or when they switch devices. Building your denominator from Canada Post's residential points of call gives you an exact count of real, deliverable Canadian households, not a modelled estimate or platform projection.

Stable
Households change slowly, so your baseline stays reliable across campaigns and quarters.

Cross-channel
You can push the same audience to every platform.

100% of Canadians
There are no gaps in coverage and no blind spots in the market.

Privacy-safe
Fully compliant with Canadian privacy laws.

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Built to deliver the whole story

Anchored to Canada Post's residential points of call, intelligentVIEW gives Canadian marketers:

- A complete view of their addressable market
- A consistent audience definition across every channel
- A denominator that's built in, not bolted on

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How to build the denominator into your process

STEP 1

Start with the market, not the brief

Before channels are chosen or budgets allocated, define the total count of households that represent your real acquisition opportunity, net of existing customers, so you're working from a true acquisition denominator, not just a coverage estimate. That number becomes the universe, the fixed reference point for everything that follows.

STEP 2

Let the denominator drive channel and budget decisions

With a defined household universe, channel mix stops being a tradition and starts being a coverage question. Which channels most effectively reach these specific households? Where does that coverage overlap? Where are the gaps? Budget follows the opportunity, not the other way around.

STEP 3

Use one audience definition everywhere

Push the same household-level audience to every channel you're running: digital, direct mail, out-of-home, programmatic. Keeping the definition consistent across channels eliminates overlap you didn't plan for and ensures reach is genuinely incremental.

STEP 4

Report against the market, not the media buy

Tie every performance metric back to the household universe established at the start. Coverage percentages, acquisition counts, and penetration rates are numbers that hold up when a CFO asks what marketing actually delivered.

05

THE RESULT

Marketing delivers metrics that mean something in the boardroom

The denominator doesn't just change how you measure, it changes what you can claim. Marketing can now report on the metrics that demonstrate real business impact, not just what the campaign delivered.

% of Target Households Reached
"We reached 38% of our target market this quarter. That's up from 29% last quarter, and there are still 62,479 households in front of us."

Households Acquired
"We added 8,023 net-new households to our customer base. Not leads. Not clicks. Actual new customers."

Market Penetration Rate
"We've captured 12% of our total addressable market. A year ago, it was 7%. Marketing is moving the needle."

Revenue Potential Captured
"Based on average lifetime value, this quarter's acquisition represents an estimated $2.4M in forward revenue."

When marketers define the full market, every metric becomes interpretable, comparable, and defensible in the boardroom. The conversation shifts from budget defense to market reporting.

Want to see your market clearly defined?

Understand your true household-level acquisition denominator with intelligentVIEW.

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Learn more about intelligentVIEW.

- Read more about the intelligentVIEW platform
- Watch how intelligentVIEW addresses the $4B media waste problem
- Learn how intelligentVIEW is a future-proofed identity solution